

AII

SEMINAR 4

News & Media – Answer Key

Task 1 Based on class discussion

Task 2

- 1 Infotainment
- 2 Journalists
- 3 Readership
- 4 Broadsheet
- 5 Viewers
- 6 Editors
- 7 Newsreaders
- 8 Tabloid
- 9 Columnists
- 10 Circulation
- 11 Audience Figures
- 12 Broadcast
- 13 Peak Time
- 14 Anchorperson
- 15 Print Media
- 16 Mass Media

Task 3 Based on class discussion

1 Mass media are various kinds of media that are used to communicate information, entertainment or other issues to large numbers of people. The public can generally choose to read, listen, view or disregard the material offered.

Task 4 – Reading

- 1 85
- 2 10
- 3 80
- 4 5 billion
- 5 10
- 6 20
- 7 1/3
- 8 4

Task 5 – Based on class discussion

Task 6

- 1 information
- 2 bought
- 3 types
- 4 lives
- 5 line
- 6 political
- 7 appeared
- 8 illiterate
- 9 competition
- 10 popular
- 11 exist
- 12 contact

Task 7, 8 & 9 – Based on class discussion

Task 10-Listening

Topics: Children and computer; Celebrities and drink-driving; DVD and video piracy; Drug abuse in sport

1. T
2. F
3. F
4. T
5. F
6. F
7. T
8. T

Tapescript

1

Research published yesterday claims that children who become addicted to computer games may actually be more intelligent than average, and even be more likely to go to university and get higher-ranking jobs. The study looked at kids who had been hooked on games for at least five years. Although many of the games were aggressive and violent, it didn't find any evidence that the children became aggressive and violent adults. In fact, a follow-up study of the same children five years later discovered they had generally done well at school, gone to college, and into top jobs.

2

Are celebrities being treated differently by the courts? The question has been asked again after the recent case of pop star Cool T, who was given a six-month driving ban and a fine for a drink-driving incident in which a pedestrian was badly injured. In the same week, in a separate incident, a minicab driver said there seemed to be one law for the rich and famous, and another for ordinary members of the public.

3

New figures published by the Motion Picture Association, which represents the world's largest film studios and TV production companies, show that DVD and video piracy is on the increase. This is especially true in Asia, which the MPA believes now accounts for a quarter of the three billion dollars lost to film piracy each year. China, Malaysia, and Taiwan were identified as leading centres for mass copying, with new blockbuster movies becoming available in pirate versions way before official release. An MPA spokesman warned that what had already happened to CDs, was now happening to DVDs. He called for tougher laws to stop the problem getting worse.

4

As another top level professional footballer is banned from the sport for twelve months, fears are growing that drug abuse in football is more widespread than previously thought. And it could even be getting out of control. Drug abuse has long been recognized as a problem in sports like athletics, cycling, and baseball, but recently it's emerged in sports such as tennis and football. A spokesperson for the International Sports Council said she feared drug abuse was spreading in many sports. 'At the same time,' she said, 'it's getting more difficult to tell the difference between illegal performance-enhancing substances and ordinary medicines and food supplements that sports men and women are allowed to take.'

Task 11-Grammar

1. What **is** the latest news?
2. I hardly ever listen **to** the radio.
3. I watched the programme **on** TV last night.
4. The documentary is just being broadcast on Channel Four.
5. Do you have the **latest** information?
6. The figures provided by the reporter were **inaccurate**.
7. This TV programme is said **to have** very good ratings.
8. A good reporter needs to have a lot of work **experience**.